

COCOA IS NOW MADE IN SALT LAKE

It Is Soluble and the Best Man-
ufactured Anywhere
Upon Earth.

CAPITAL INVESTED IN
ENTERPRISE IS ENORMOUS

Best in Quality, Finest in Flavor
Now Made in the City
of Saints.

The American people like cocoa. During the year 1907 they drank six billion cups of the delicious and nourishing beverage. In other words, every individual in the United States above the age of five years drank a cup of cocoa once every twelve days.

During the year there was imported into the United States eighty-six and a half million pounds of cocoa or cocoa beans. The value of this product was fifteen million dollars, and more than one-fourth of it came from the Central American States and British Honduras. Another fourth came from the British West Indies, other West Indies and Bermuda. South America furnished a third, while the remainder came from the United Kingdom, Netherlands and other European countries. The smallest quantity came from the East Indies.

These cocoa beans, in order to get the best beverage before they are ground into an impalpable powder, must be mixed in order to get a proper blend. For instance, in one portion of Venezuela, there is grown a cocoa bean regarded among cocoa manufacturers as the par excellence of all cocoa beans. The price is very high and the product small, hence cocoa manufacturers are anxious to secure this product which, when blended with others, gives that rich flavor always sought for and desired by cocoa drinkers. Hence, brokers, that is, dealers in cocoa beans, are besieged.

How Beans Are Grown.

The trees upon which the cocoa bean grows is of low stature, seldom exceeding eighteen feet in height. The flowers are small and occur in numerous clusters on the main branches and the trunk, which gives the matured fruit the appearance of being artificially attached, a marked peculiarity, and only a single fruit is matured from one cluster of flowers. This is a pod elliptical in form, and contains from one to three seeds, three to five in diameter. The pod is a rich purplish yellow. Each pod contains twenty to forty seeds. The trees carry the flower, the bud, and fruit in all stages, hence ripe pods may be collected at any time, but there are regular times for harvest.

When the ripe pods are cut from the tree they are left on the ground twenty-four hours. They are then cut open, the seeds removed and then sweetened. This removes the acid juice; then they are dried and ready for market.

Ancients Used Cocoa.

Cocoa was always used in the highest esteem in Mexico and Peru prior to the discovery of America. The Emperor Montezuma consumed fifty jars or pitchers of the beverage daily, while 2000 more were allowed for his household. The Spaniards are the earliest consumers of cocoa of any European country. England tasted cocoa first in 1657.

Is Nourishing Article.

The constituent upon which the peculiar value of cocoa depends is theobromine, an alkaloid substance identical with the theine of tea and caffeine of coffee, hence the physiological value is the same. While a cup of coffee or tea is regarded as a stimulant and destitute of nutritive properties, a cup of cocoa is a most nourishing article of diet, as it introduces into the system an inconsiderable proportion of nitrogenous and oleaginous elements.

While during the year 1907 there was imported ten times as much cocoa as of cocoa, the value of the cocoa was only four and a half times as much, and while in 1907 there were one billion pounds of cocoa imported as against 73,000,000 pounds of cocoa, in 1907 cocoa imports decreased sixty million pounds, while cocoa imports increased thirteen million pounds, thus indicating that cocoa drinking is growing, and at every soda fountain in the country one can now get a cup of cocoa.

Made Now in Salt Lake.

Up to the present time Salt Lake City and Utah has purchased its cocoa in some other market than at home. Now cocoa manufactured in Salt Lake, and the best that money can buy, is manufactured, is on sale in all of the stores handling cocoa and at every soda fountain in the city. It is McDonald's cocoa, and like his chocolates, the best made in the world.

Fourteen months ago J. G. McDonald Candy company began experimenting in the manufacture of cocoa. At that time the big establishment abandoned the manufacture of all candies excepting chocolates and McDonald's old-fashioned stick candy. The fame of McDonald's chocolates has since spread, until now they are sold all over the country. Since then McDonalds from Dresden have been imported and installed, and the J. G. McDonald Candy company is now making cocoa, soluble cocoa, and one of only four factories in the world that make this product. Expert workmen from the old world in the manufacture of cocoa have been brought to Salt Lake, and to make and manufacture this delicious compound now has necessitated an investment of \$100,000.

Buy Salt Lake Cocoa.

The product is now on the market. It is a perfect blend, superior in strength, aroma, flavor and purity to any foreign or domestic make, and put up in tins of one-quarter, one-half and one-pound packages, and in four-pound jars for soda fountains. It is a great feather in Utah's cap. It puts Salt Lake City before the world as one of the places where a cocoa is made that for quality cannot be excelled. It makes Salt Lake City the distributing center for a manufactured product that will go all over the world, for Mr. McDonald proposes to invade all markets with his soluble cocoa. Brokers in many of the large cities of the country have asked him to give them his product, knowing full well that they can command it, and that the consumer will verify their commendation by demand.

Thousands Are Sick

With the grip, colds, fevers, rheumatism, neuralgia. Many might be well if they had only taken Hood's Sarsaparilla, the great blood purifier and health-regulating medicine. It is a wonderful preventive as well as cure. Keep it in your house and take it.

Never Without Hood's—"I have taken Hood's Sarsaparilla for indigestion, and recommend it to others for that complaint. It is an excellent medicine and I keep it on hand." A. S. Heath, Adams Centre, N. Y.

Kidney Trouble—"I had kidney trouble. A friend recommended Hood's Sarsaparilla. I tried one bottle and found I was better. Took another and recovered." HENRY LEVINE, 30 Village Street, Boston, Mass.

Jaundice—"I had a severe case of jaundice and fell from 145 to 80 lbs. in weight. A friend advised taking Hood's Sarsaparilla. I had taken three bottles and was up and on my feet." JOSEPH LEWIS, 19 Alpine Street, Boston, Mass.

Hood's Sarsaparilla is sold everywhere. In the usual liquid, or in tablet form called Sarsatabs. 100 Doses One Dollar. Prepared only by C. I. Hood Co., Lowell, Mass.

OGDEN SOCIETY

Special to The Tribune. OGDEN, Feb. 29.—The members of the Ogden circle held an interesting meeting Tuesday afternoon at the home of Mrs. Kate Kuhn. The guests of the club were Mrs. W. N. Pierce, Mrs. Lynch, Mrs. Peraro, Mrs. Riser, Mrs. Cline and Mrs. Griffin. Mrs. W. N. Pierce, a former member, gave a recitation, after which the subject for the day, Ralph Connor, was taken up. Mrs. Riser read a short biographical sketch of the author and Mrs. J. J. Edwards continued her interesting review of "The Sky Pilot." Mrs. Riser then told entertainingly the story of "The Man From Glengarry." This was followed by a piano selection by Mrs. Peraro and a recitation by Mrs. King. During the refreshment hour phonographic selections were rendered. The club adjourned to meet March 10 with Mrs. Riser at 634 Twenty-second street. The subject of the day will be Jean Ingard.

The members of the Pythian Sisters' birthday club spent a pleasant afternoon Tuesday with Mrs. and Miss Chapman as hostesses. High five was the game of the afternoon and prizes were won by Mrs. Jack Tracy, Mrs. William Anderson and Mrs. Carter.

Mrs. William Anderson entertained the members of the Lucky Thirteen club Wednesday afternoon. The decoration and tables were suggestive of Washington's Birthday. Prizes at cards were won by Mrs. Farrell, Mrs. Richardson and Mrs. Flewelling. Luncheon followed the card games and the decorations and appointments were pretty in every detail. The club will meet again in two weeks with Mrs. Flewelling.

Miss Beatrice Thurston was hostess at a five hundred party Wednesday evening. Prizes were won by Miss Marion Stanley and Thomas Benson.

Three of the most delightfully arranged affairs of the week were the Kensingtons given Wednesday, Thursday and Saturday afternoons by Mrs. H. H. Spencer. Thursday, the home guests were Mrs. E. M. Allison and Mrs. E. L. Marks of Salt Lake. The guests Saturday were members of the younger set. Spring flowers were used in the decorations.

Mrs. David Eccles was hostess at a pleasantly arranged afternoon affair on Tuesday, her guests numbering about thirty.

The dancing party given by the High school alumni Friday evening was one of the pleasant events of the week.

Miss Pearl Weston has returned from Los Angeles, where she has been spending the winter with the home guests. Ogden Lodge, No. 2, Knights of Pythias, held an open session Friday evening at Carnegie library hall, the occasion being in honor of the visit from Supreme Chancellor Charles A. Barnes of Illinois. The speakers of the evening were Charles A. Barnes and J. A. Howell. A musical programme followed and the affair was one of interest and enjoyment.

A pleasant affair of Tuesday evening was the card party given by Miss Ellen Roland, the inspiration for the affair being the guest, Miss Dorothy Green of Springfield, Ill. The game was five hundred and prizes were won by Miss Lila Edwards and Ernest Parker, and another prize was given to the honor guest. After the card game a delicious repast was served. The table was beautifully decorated with garlands. Sixteen guests were present.

Miss Edna Saunders entertained the members of her sewing club yesterday afternoon. The rooms were bright with the guests and the guests of the club were Miss Lily Brooks and Mrs. C. N. Wells.

Miss Grace Roberts is spending a few days in Logan with friends.

Miss Vivian Allen is back from a two weeks' stay with relatives in Boise.

The Misses Cora and Ruth Miller entertained about twenty of their young friends Monday evening at cards. Prizes were won by Miss Dorothy Green and Edward Martin. After cards dancing was enjoyed for an hour or two.

Mrs. O. B. Gilson was hostess at a beautifully arranged afternoon affair at the Virginia on Friday.

Miss Gertrude Bell is home from a trip to California.

The marriage of Miss Jessie Adams, daughter of Mr. and Mrs. Charles Adams, to C. S. Montgomery of Salt Lake, took place Monday at noon at the home of the bride's parents in Riverdale. The ceremony was read by the Rev. J. C. Carson and was witnessed by only the relatives and close friends. Mr. and Mrs. Montgomery left for Salt Lake, where they will make their home.

Mrs. A. S. Condon was hostess on Monday afternoon at a charmingly arranged Colonial party at her home on Madison avenue. The guests represented characters of that period, and prizes for the most picturesque costumes were awarded to Mrs. Thomas Carr, Mrs. Richardson and Mrs. R. S. Joyce. The prizes for the most clever solution to a spelling enigma was given to Mrs. Patton. The decorations were all in keeping with Washington's Birthday, hatchets, old colonial papers and flags being used. The chandeliers were arched with sprays of cherry trees and the guest favors were little hatchets. A New England dinner was served and the invited guests were, Mesdames F. M. Briggs, Spargo, Devine, Armstrong, A. V. McIntosh, Carr, W. A. McGraw, Nye, Wherry, W. A. Turner, Van Allen, R. S. Joyce, Horn, H. M. Rowe, A. P. Bigelow, H. C. Bigelow, F. J. Cannon, Richardson, Arthur Kahn, George Martin, Abe Kahn, Hannah, Lewis, A. P. Ribbs, H. H. Spencer, Brown, Hume, Patton and Brick.

PROVO SOCIETY

Special to The Tribune.

PROVO, Feb. 29.—The Forum Debating club met Monday evening at the home of Mr. and Mrs. R. R. Irvine, Jr., and debated the question, "Resolved: That the United States should hold the Philippine islands as a permanent possession."

Mrs. A. C. Lund and Miss Francella Adams entertained the Sorosis club and friends at the home of Mrs. Lund Saturday afternoon. An excellent paper on arts and crafts was read by Mrs. Virginia S. Stephens of the University of Utah. Refreshments were served.

Mr. and Mrs. Albert Singleton entertained at a dinner Friday evening, in honor of Mrs. Zina Smoot. Twelve were present.

Mr. and Mrs. John VanWagonen have returned from a pleasant trip to California.

The ladies of the Cross Stick club pleasantly surprised Mrs. Ruth McAdam at her home Friday afternoon. A delightful social time was enjoyed by about twenty friends. Dainty refreshments were served.

Mrs. Bert Bailey was delightfully surprised at her home Thursday evening by a large number of friends. Cards, games and sweet music were the features of the evening. Lunch was served.

Messrs. and Mesdames John W. Roundy, Ed Harding, J. H. McEwen and Mr. B. W. Bailey have returned from a pleasure trip to California. They report a very enjoyable time.

A quiet wedding took place Tuesday evening at the home of Mr. and Mrs. William Norman, when Miss Lulu Currie of Salem and Logan, Norway were joined in wedlock. Elder Brigham Johnson officiating. After the ceremony, which was witnessed by the immediate families only, a dinner was served.

One of the most elaborate socials this week was that given by Mrs. B. H. Bower and Mrs. S. H. Adams, at the home of the former. The house decorations were of the national colors and were elaborate and artistically arranged. Beautiful flowers and potted plants were effectively used. Patriotic games were introduced and a prize awarded Miss Josephine Kellogg.

Miss Maude Graham was the recipient of a most enjoyable surprise party at her home Thursday afternoon, given by the officers of the Sixth Ward Primary association. The time was pleasantly passed in social chat, while they were engaged in making a beautiful cushion, which they presented to the guest of honor. Twenty-two enjoyed a sumptuous spread.

Mrs. Jasper Bird delightfully entertained a large number of her lady friends at a kimono party at her home Friday afternoon. A merry time was passed at games, cards and music. Refreshments were served.

Mrs. Agnes was the pleasing hostess at a social given at her home Friday evening in honor of the birth anniversary of her husband. A merry time was passed at games, cards and music. Refreshments were served.

Messrs. and Mesdames William Ward, David Openshaw, Pera Decker and Ed T. Jones attended a ball given at Spanish Fork Saturday evening.

Miss Marie Christensen of American Fork, who has spent some time visiting friends here, returned home Saturday.

The Pallas club formed a merry theater party to see Florence Roberts Thursday evening.

Dr. and Mrs. N. H. Nelson entertained the Jolly Surprise bunch at their home Wednesday evening. Sixty-three was the feature of the evening, prizes being awarded to Mrs. Pera Decker and William Stoker for winning the greater number of games, while consolation prizes were awarded Mrs. Will Ward and A. VanWagonen. A sumptuous supper was served.

Mr. and Mrs. John Johnson entertained a number of their friends at their cozy new home Wednesday evening, in honor of Miss Frisby and Orson Shelley. An enjoyable evening of music and games was enjoyed by all. Dainty refreshments were served.

Mayor and Mrs. C. F. Decker have returned from Los Angeles, where they spent a most enjoyable month.

Mrs. Jennie Wilkins entertained the members of the Pallas club at her home Wednesday evening. An enjoyable time was passed.

P. G. Peterson and Miss Nettie Parkinson entertained at a dancing party Saturday evening in the First Ward Social hall, in honor of Logan friends.

Mr. and Mrs. Walter Dixon entertained a family reunion at their home Wednesday evening. Games, music and social chat all tended to make a most enjoyable evening. Fifty guests sat down to an elaborate spread.

Mrs. Carrie Pitkin was pleasantly surprised by a number of her friends at her home Tuesday evening.

An apron shower was given Tuesday evening in honor of Miss Priscilla Frisby at her home. About thirty young people made merry the evening with games and music. Refreshments were served.

Mrs. Frank Speckart was the charming hostess at a bundle shower at her home, 260 North Third East, Friday evening, in honor of Miss Priscilla Frisby, whose marriage with Orson Shelley of Arizona will take place Wednesday next in the Salt Lake Temple. The rooms were prettily decorated with hearts. A large number of friends were present to offer congratulations. An elaborate supper was served. Many beautiful presents were received by the bride-elect.

Professor A. C. Wright of Logan Brigham Young college was the guest of his brother, C. H. Wright, for a few days this week.

The Nineteenth Century club is making extensive preparations for the anniversary of the club, which will be celebrated by a breakfast at the Hotel Roberts, March 7.

Mr. and Mrs. Joseph Taylor were the recipients of a most pleasing surprise, given at their home in Lakewood Thursday evening by a large number of their friends and neighbors. They were presented with a beautiful picture as a token of esteem.

Miss Alice Reynolds pleasantly entertained the members of the V. L. M. L. state board at her home Tuesday evening. Refreshments were served.

Miss Priscilla Frisby's Sunday-school class pleasantly surprised her at her home Thursday afternoon, and presented her with a beautiful vase. A merry afternoon was passed.

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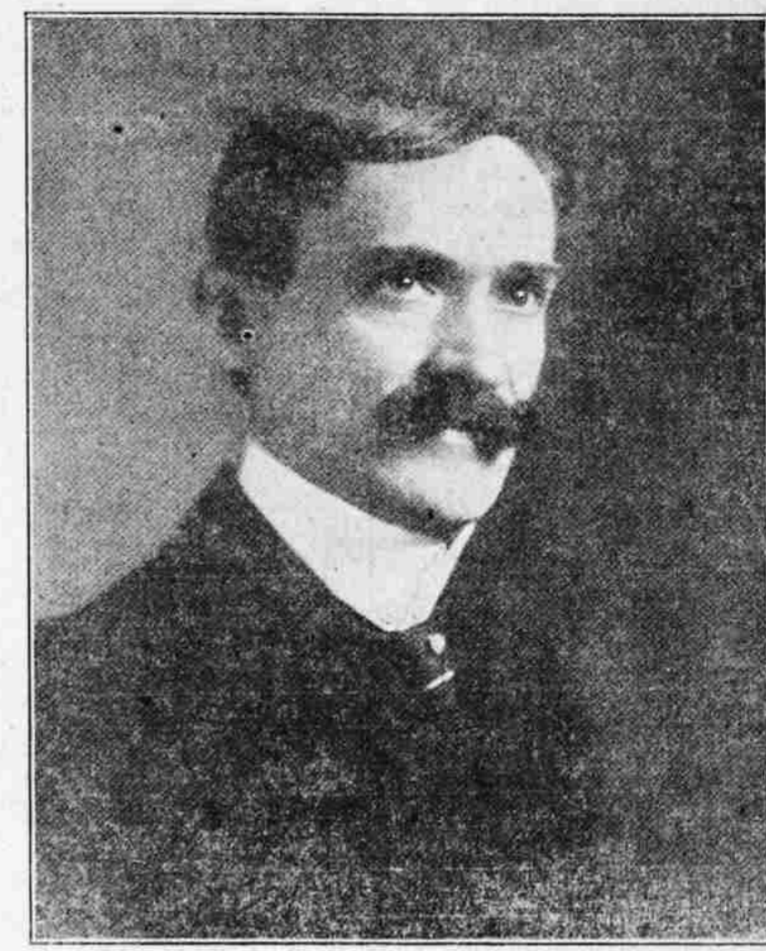
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AFTER 14 MONTHS McDONALD IS NOW READY COCOA OF SUPERLATIVE WORTH—One Quality—One Price

Said little, worked quietly and effectively, and waited---waited until everything was in readiness, every experiment a success, every detail perfected, every large move an assured certainty.



Places on the market a soluble cocoa finer than the finest you have been accustomed to drinking.

Imports from Germany the highest type of machinery.

Brings cocoa experts from Holland.

Buys the rarest, most expensive cocoa beans.

Quality the first object, expense the least object to be considered.

The peculiar McDonald taste in chocolates that caught the popular fancy will distinguish this cocoa.

High grade goods gave McDonald widespread reputation.

That reputation will impel the housewife to try his cocoa.

It is a matchless enterprise, the advent of the J. G. McDonald Candy Company into the world-wide field of chocolate and cocoa; it marks an epoch in the manufacturing history of Salt Lake.

Only two similar concerns with reputation in the world.

Only one of importance in the United States.

McDonald measures his standard by these three---and determines to become the foremost.

He will accomplish it through quality. He proposes, and proves it by the character of goods placed on the market, to make the highest grade cocoa in the world. His cocoa, at the very outset, is superior in point of quality and exquisiteness of blend to any similar article on the market today!

BECAUSE---His highest aim is the production of the finest cocoa that money can buy---one quality, one price.

Other dealers have contented themselves with cheap, medium, and good grades of chocolate and cocoa.

His purpose is to raise the standard to the superlative, and be content with nothing else.

McDonald will make cocoa drinkers of men and women who are wedded in taste to coffee and tea.

And this will be done because of strength and peculiar blend---a blend obtained finally from certain exclusive, rare beans, of which not more than 500 bags of one kind are raised annually. These high grade cocoa beans are to be had only at considerable expense, therefore it becomes easy to substitute.

AND RIGHT THERE IS WHERE McDONALD WILL WIN. He countenances no substitutes---The best regardless of expense.

Few manufacturers will pay the price, depending rather on cheaper grades for purposes of blending.

There are several kinds of exclusive, almost-impossible-to-obtain cocoa beans which are so very high in price that one brand usually suffices.

McDONALD HAS GONE FURTHER. He has obtained shipments of these different rare, exclusive cocoa beans. Uses them in his secret process of blending irrespective of rarity and expense.

The reasons are summed up to these points:

1. The machinery is the best.
2. Expert Holland help whose specialties are roasting and blending.
3. The use of the highest grade of cocoa beans.
4. The knowledge of making this cocoa soluble---by simply pouring on boiling water.
5. Indifference as to expense in the betterment of quality.

THEREFORE---Look for quality. And there is everything in quality---Like character it sinks deeply into the hearts of the